

S2: E124: It's Time for Unapologetic Permission

You know what I love about my local airport? It's not the biggest, it's not LAX, it's not Chicago or JFK, but it's nice. It's clean, it's convenient, and we're lucky to live in a town that's home to some of the world's top furniture companies. And because of that, the airport has a business lounge. Now there's no sign that says for elite travelers, and it's not one of your typical business lounges that's for a specific Airline. It's just there, right past security, quiet, empty. And let me tell you, I go in there every time. I grab my matcha from Starbucks, walk right in and make myself comfortable. It's peaceful, it's beautifully furnished, and it's honestly such a good place to work that if I didn't need a plane ticket to get in there, I'd go there just to get stuff done. But here's what's wild, always empty. And I realized last time I was there, it's not because it's exclusive, it's because people assume they're not allowed. They assume they need some kind of status or invitation or permission to go in. And that my friend is what I want to talk about today.

Because whether it's walking into a literal lounge or showing up as a thought leader or finally launching a new product or program or sharing your brilliance that you've hidden behind the scenes, claiming your expertise, we are so often waiting for permission. We wait for someone to tell us, you've arrived, you're ready, you're allowed.

Put the truth, there's no fairy godmother coming to boop you with a wand and say, congratulations, you're now officially a thought leader. You are the only one who can give yourself permission. And the moment you do, it changes everything.

So let's talk about this on today's episode, whether this is really resonating with you and you're like, yeah, she's right. Maybe it's time I give myself permission or maybe you already have on some level, but you're still holding yourself back from more of the magic, especially in times like this when our world is in chaos. And the thing is, It always is on some level, we tend to overthink and hold ourselves back. So today I wanna talk about the three places we wait for permission, but really shouldn't.

The first place we wait for permission, especially as women, but this applies to everyone, is permission to speak. We wait for more credentials, more experience, more proof. We think, who am I to say this? But thought leadership isn't about waiting for approval. It's about leading with truth. Your voice, my voice, all of our voices are valid.

You don't need to wait for someone to validate your perspective. The world is shaped by those of us brave enough to speak before we feel ready. It's like standing on a beach, holding a message in a bottle, waiting for the tide to be just right before you toss it into the ocean. But tides change. And if you wait too long, your message is never going to leave the shore or someone else will beat you to sharing the message. The truth is someone out there is already

scanning the waves, hoping for a message for yours to wash up. Those clients are out there waiting for you. It's your responsibility to serve them. But you have to throw the bottle now, imperfectly and courageously.

Now this is directly tied to the second place we tend to wait for permission, which is permission to be seen. This one runs deep for me personally, and so many of my clients and colleagues that I've talked to so many brilliant business owners stay hidden, not because they lack talent, but because they haven't given themselves permission to take up space. Visibility isn't a reward. It truly is our responsibility. When we have a message that matters, and I know you do if you're listening to this right now, when you're here to help, to serve, to leave, staying small doesn't serve anyone.

Now, another metaphor for you, this is like sitting in the back of a classroom, knowing the answer, feeling the fire in your chest, but not raising your hand. I remember being that person as a child. Meanwhile, someone else raises their hand and says the very thing you were thinking, and probably less eloquently.

So what happens, right? I remember that distinct moment, probably multiple moments that happening as a child. My heart sank, not because they said it wrong, but because I didn't raise my hand. Sometimes the bravest thing we can do is stop shrinking and say, yes, I have something to say. And again, you may...

be stepping up, you may be visible, you may be using your voice, but are you using it for the things that you truly wanna say? I've talked to so many people recently who are just starting to peel off the layers and share the deeper essence of themselves. They've been hiding maybe the spiritual side of themselves or the sort of woo part of themselves or the geeky side of themselves whatever that is for you.

Now, all of this then ties into the third piece of where we don't give ourselves permission, in my opinion, which is permission to change the rules. Or I even like to say break the rules because lots of rules, they're actually meant to be broken. Now I'm not saying go break all the laws, obviously, but maybe you don't want to niche down. Maybe you want to go off social.

Maybe your business model that you've been dreaming of doesn't fit the formula that everyone else is doing. Guess what? That doesn't mean you're doing it wrong. It means you're being a pioneer. Some of the most powerful brands are the ones that broke the rules and made their own. For instance, when I first started being social media optional and talking about being social media optional, people raised eyebrows.

I literally had messages like, you're going to ruin your business. What are you doing? You can't go off Instagram. Like how could I possibly grow a brand if I wasn't churning out reels or living in the DMS? But I knew my people were craving depth, not more noise. And the more I lean into my own values, the more I attract aligned clients who feel seen, respected, and relieved. It wasn't about rebelling for rebellion's sake, it was about creating a different path that made sense for the way I wanted to work and lead.

So take the scenic route because one day you can realize there's no law against the rules to be broken in the business world, maybe except for tax laws.

So you do, and it's gorgeous, it's peaceful, and suddenly you're the ones others start following because you showed them another way. So what's a rule that you've been wanting to break recently? Or what's a path that you've wanted to go down, but you fear it because it's not the norm?

I've had to give myself permission many, many times over the years. And I'm sure you already have on so many levels, just being an entrepreneur takes some guts and some permission, right? If you came from the corporate world like me, you know, even there, I had to call myself a creative director before anyone else did to launch this podcast without knowing who would listen, to design a business around branding as a spiritual and strategic personal experience. To say no to a lot of things that look successful, that are really vanity metrics, and they're not aligned with the future that I'm building. And every time I've given myself permission, it's expanded my life and business in ways that I couldn't have imagined before I said yes to myself. I've seen it with clients too.

Like one of my clients who finally launched her book after years of waiting, not because anything changed externally, because she finally stopped outsourcing her worth or the speakers in my signature talk retreat who claimed the stage, not because they were magically more ready than before, but because they decided they belong there and they were ready to take the stage. They wrote themselves a permission slip and then walked into the lounge. And guess what? Their whole energy shifted. And if you've been listening, I've been talking a lot about how you can have the perfect brand, you can have the perfect message, you can have the perfect offers, but if your energetics aren't aligned, nothing's really gonna flow. So I wanna offer you some reflection time here. So maybe grab a journal or just take a breath and think here. I'm gonna ask you some questions.

What are you waiting for permission to do?

Where are you hovering outside the business lounge of your life or brand?

And what if the only thing missing is choosing yourself?

Here's a phrase to try on today. I give myself permission to, and then finish that sentence. And I'll be doing it along with you because there's always another layer of the onion that we can peel off and another step we can take. So say it out loud, write it down, whisper it to your future self. Whatever it is, remember you don't need someone else's green light.

And let me tell you, the rooms that you want to be in, they're not locked. The experts you might admire, they gave themselves permission long before anyone else did. The business lounge, it's

wide open if you just walk in. And one last thing for today, the reason this matters deeply is because your work matters.

Not in the performative way, not in the hustle way. In the you came here with something only you can say and only you can do kind of way. That means your voice, your presence, your bravery has a ripple effect. But that ripple doesn't start until you move. Or if you're already on the move, it's not going to keep momentum until you give yourself that next layer of permission.

Thanks as always for listening. I hope you've enjoyed this episode. I felt really called to talk about permission only because I see a lot of people hesitating in business right now the way the world has been. And I want to give you one last thought. What would happen if you gave yourself full unapologetic permission? Today because the rules, you get to re-wipe them.

So we'll see you next week. Can't wait to continue these discussions. And I'm here for you. If you ever want to chat, send me a message. I'd love to hear from you.